

Amendments to the Claims

1. (Cancelled).

2. (Currently Amended) The method of claim 1 23, wherein ~~step a)~~ downloading the selected data sets comprises storing the ~~first data set~~ selected data sets in a buffer of a digital set top box.

3. (Currently Amended) The method of claim 1 2, wherein ~~step b)~~ initiation of the first switching event comprises receiving at the digital set top box a signal from a television remote control device to switch channels; ~~the signal corresponding to the request to display the second data set, wherein the second data set corresponds to a program associated with the switched channel.~~

4. (Cancelled)

5. (Currently Amended) The method of claim 4 23, ~~further comprising the step of~~ wherein downloading the selected data sets comprises storing ~~one~~ those of the ~~plurality of first~~ selected data sets associated with the first information element in a buffer of a digital set top box and storing ~~another first data set~~ others of the selected data sets associated with others of the information elements in a memory of the digital set top box, wherein ~~the first~~ corresponding ones of the others of the selected data set sets stored in the memory of the digital set top box ~~replaces the first~~ replace those of the selected data set sets in the buffer of the digital set top box once the ~~first data set in the buffer is transmitted to a display device~~ information element is displayed.

6. (Cancelled)

7. (Currently Amended) The method of claim 1 23, wherein the ~~first data set~~ information element comprises data associated with the ~~second data set~~ data stream information from the server.

8. (Currently Amended) The method of claim 1 23, wherein the ~~first data set~~ information element comprises advertising data selected in accordance with ~~a~~ the user profile information.

9 - 22. (Cancelled)

23. (New) A method, comprising:

periodically downloading from a server selected data sets according to user profile information, the selected data sets representing information elements for display to a user during switching events;

displaying a first one of the information elements in response to initiation of a first switching event; and

discontinuing the display of the first one of the information elements and displaying the data stream information from the server when it becomes available for such display, unless the user has initiated an interactive transaction session with a remote host by selecting an interactive element associated with the first one of the information elements in which case displaying the data stream information from the server is delayed until termination of the interactive transaction session or expiration of a predetermined period of inactivity by the user.

24. (New) The method of claim 23, wherein downloading the selected data sets comprises storing the selected data sets in a digital set top box in which the user profile information is stored.

25. (New) The method of claim 23, wherein the user profile information is stored at the server.

26. (New) The method of claim 23, wherein the user profile information is stored in a data source accessible by the server.

27. (New) The method of claim 26, wherein the data stream information is also stored in the data source.

28. (New) The method of claim 23, wherein the remote host comprises an Internet host and the interactive transaction session comprises an electronic shopping transaction.

29. (New) The method of claim 23, wherein the user profile information is based on one or more of: the user's television viewing habits, the user's purchasing habits, and the user's use of one or more television services.

30. (New) The method of claim 23, wherein the information elements comprise one or more of: advertisement, information regarding the data stream information, information regarding a television program, information regarding a television channel, personal information regarding the user, a segment of the data stream information, or local or regional information.

31. (New) A system, comprising:

a server configured to provide a data stream transmission; and

a digital set top box configured to (i) periodically download from the server selected data sets according to user profile information, the selected data sets being included within the data stream and representing information elements for display to a user during switching events; (ii) display a first one of the information elements in response to initiation of a first switching event; and (iii) discontinue the display of the first one of the information elements and displaying the data stream information from the server when it becomes available for such display, unless the user has initiated an interactive transaction session with a remote host by selecting an interactive element associated with the first one of the information elements in which case displaying the data stream information from the server is delayed until termination of the interactive transaction session or expiration of a predetermined period of inactivity by the user.

32. (New) The system of claim 31, wherein the digital set top box includes both a buffer and a memory and is configured to store those of the selected data sets representing a first one of the information elements in the buffer and others of the selected data sets representing other information elements in the memory.

33. (New) The system of claim 32, wherein the digital set top box is further configured to replace those of the selected data sets representing the first one of the information elements in the buffer with at least some of the others of the selected data sets representing other information elements in the memory after displaying the first information element.

34. (New) The system of claim 31, wherein the digital set top box includes an interface configured to receive signals from a remote control unit, the signal representing initiation of the first switching event, which corresponds to changing channels.

35. (New) The system of claim 31, wherein the information elements comprise one or more of: advertisement, information regarding the data stream information, information regarding a television program, information regarding a television channel, personal information regarding the user, a segment of the data stream information, or local or regional information.

36. (New) The system of claim 31, wherein the digital set top box is further configured to store the user profile information.

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37. (New) The system of claim 31, wherein the server is further configured to store the user profile information.

38. (New) The system of claim 31, further comprising a data store unit accessible by the server and configured to store the user profile information.

39. (New) The system of claim 38, wherein the data store unit is further configured to store the data stream information.
